

SHEILA GRAY
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I work as an editor, a proofreader and, occasionally, as a writer. I am well-organized, a good problem solver and strong communicator. I adapt quickly to different situations and work well under pressure with a proven ability to handle multiple projects simultaneously.

EDITORIAL EXPERIENCE

2011 to July 2020 **Proximity/ BBDO Canada**
Copy Editor / Proofreader

Proofreading

- Performed quick, accurate proofreading of English materials, including banner ads, bricks, coupons, direct mail pieces, emails, internal and external communications, landing pages, POP materials, posters, push notifications and social posts
- Ensured brand consistency, brand positioning, adherence to style and brand guidelines, as well as more consumer-focused results such as readability and clarity
- Proofread / edited all website and direct mail content to ensure spelling accuracy, consistency and maintenance of tone of voice / branding - Clients include Ford, Rogers, HBC, Mars, RBC, FedEx, OLG
- Edited English copy decks to ensure proper spelling, punctuation, grammar and style. Proofread French content against approved French copy decks
- Maintained archive of copy for the interactive media and direct mail division
- Completed initial review of each incoming project to anticipate any project issues that might occur; issues were addressed ASAP to ensure that any concerns would have minimal impact on timelines
- Provided feedback after jobs were completed as to how to improve process, as needed
- Collaborated with numerous company departments / teams, including Creative, Corporate, Digital and Translation, to complete editorial tasks
- Put processes in place to streamline the overall workflow

Quality Assurance and AODA

- Performed regression testing, functional and migration testing for online banners
- Wrote AODA copy for all banners and websites
- Validated online and direct mail content with approved copy

Training

- Trained new copywriters and account services on process
- Mentored copywriters, helped them to incorporate feedback, provided editorial support

2000 to 2011**MacLaren McCann MRM***Copy Editor / Proofreader*

- Proofread / edited all website and direct mail content to ensure spelling accuracy, consistency and maintenance of tone of voice / branding - Clients include General Motors, Nestlé, Microsoft, RBC, World Vision
- Edited English copy decks to ensure proper grammar and spelling
- Maintained archive of copy for the interactive media and direct mail division
- Orchestrated translations and approvals with third party vendors
- Validated online and direct mail content with approved copy
- Trained new copywriters and account services on process

1999 to 2005 Freelance*Copy Editor / Proofreader*

- Edited and proofread theses, letters, magazine articles, questionnaires, story boards, advertisements for HBC, *Take One*, Mamone & Partners, *National Post*, Birks etc.
- Writer and Editor for Product Knowledge, Newsletters and Fashion Boards (HBC)

1995 to 1998**University of Toronto***Research Assistant / Professor D.D.C. Chambers*

- Coordination of literary and historical texts
- Transcribed diaries of John Evelyn
- Indexed *The Reinvention of the World: English Writing 1650-1750* (New York: Arnold, 1996)

EDUCATION**1999****Ryerson University**

Copy Editing

1995-1998**University of Toronto, English Literature**

Master of Arts in English

1990-1995**University of Toronto, Literary Studies, English Literature**

Bachelor of Arts in English Literature and Literary Studies (High Distinction)